

Claims

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. – 39. (canceled)

40. (previously presented) A method of capturing link-tracking information from a network user, the method comprising the steps of:

- requesting Web page content from a content provider server via a data network;
- receiving a tracking enabled Web page via the data network, wherein the tracking enabled Web page contains a link tracking code that initializes an initial function which creates an array of links contained in the received tracking enabled Web page;
- receiving a selection of a link in the array of links;
- sending a link tracking request to a link tracking server via the data network, wherein the link tracking request corresponds to the selected link; and
- sending a Web page content request to a content provider server, wherein the Web page content request corresponds to the selected link.

41. (previously presented) The method of claim 40, wherein receiving a selection of a link comprises:

- monitoring user input for an action related to a link in said array of links; and
- identifying a user action related to a link in said array of links.

42. (previously presented) The method of claim 40, wherein the tracking enabled Web page further comprises a recording function configured to record user actions related to said array of links, wherein sending a link tracking request comprises executing said recording function.

43. (previously presented) The method of claim 40, further comprising the steps of:
determining a domain name of the received tracking enabled Web page;
determining a domain name of the selected link;
comparing the domain name of the received tracking enabled Web page to the domain name of the selected link to determine if they are the same; and
indicating an exit link in the link tracking request if the domain name of the received tracking enabled Web page and the domain name of the selected link are not the same.
44. (previously presented) The method of claim 40, wherein sending the link tracking request to the link tracking server comprises sending one or more cookies to the link tracking server.
45. (previously presented) The method of claim 40, further comprising providing from the link tracking server link tracking statistics to a link tracking subscriber.
46. (previously presented) The method of claim 40, further comprising providing from the link tracking server link tracking reports to a link tracking subscriber.
47. (previously presented) The method of claim 40, wherein the link tracking code is received via a hyper text transfer protocol communication.
48. (previously presented) The method of claim 40 wherein the initial function creates the array of links by searching the Web page content for anchor tags identified with start and end tags.